

divisions responsible for appliances and commercial machinery, engineering and equipment and textiles and consumer goods. These divisions are staffed by Commodity Officers who are specialists in their fields and are available to assist Canadian business men.

Commodity Officers visit manufacturing plants and production facilities, attend and address meetings of business associations and study groups and prepare product reports and market surveys. They constitute the principal channel through which information on Canadian products and services reaches Canadian trade commissioners abroad and the channel through which information on sales opportunities in foreign countries is disseminated to industry in Canada. They continually analyse reports from trade commissioners abroad to determine potential markets for commodities and services of interest to Canadian industry. In co-operation with the Canadian Government Exhibition Commission, they assist in making arrangements for the display of commodities in trade fairs throughout the world to introduce Canadian products into new markets. They organize and accompany departmental trade missions and serve as delegates to international commodity conferences to study world market conditions and to consider corrective adjustments in conjunction with industrial advisers.

Trade Publicity Branch.—The function of the Trade Publicity Branch of the Department is to promote an awareness of, and interest in, Canadian products in foreign markets and to publicize the activities of all Branches, so as to further the Department's objectives both in Canada and abroad. All communications media are employed to these ends, with particular emphasis on the graphic arts. The Branch has three main divisions.

The Editorial and Art Services Division is responsible for the writing, art work, design and production of all advertising and printed matter for the Department. Although its interests range over all aspects of the Department's work, the primary objective is to publicize Canadian products in foreign markets through the production of booklets, catalogues, folders, posters and other material prepared for distribution at trade fairs abroad or at points being visited by Canadian trade missions. Advertising campaigns, using all appropriate media, are prepared to attract attention to Canadian exhibits at trade fairs or to acquaint foreign audiences with the services and assistance available to them from the Trade Commissioner Service at posts abroad. *Canada Courier*, a publication on Canadian exports and exporters, is distributed to business men abroad at periodic intervals. A second Division produces *Foreign Trade*, a fortnightly magazine, and *Commerce extérieur*, a monthly, which are distributed to Canadian subscribers. Each issue contains information on foreign exchange rates, trade and tariff regulations, marketing information and other valuable trade data. Articles by trade commissioners abroad discuss marketing needs and requirements in the areas they serve. The Media Relations Division prepares and distributes press releases, articles, photographs, speeches and background information to newspapers, radio and television stations, magazines and trade publications throughout Canada. It provides publicity material for distribution by trade commissioners abroad and distributes motion picture films and TV film clips to promote interest in Canada as a supplier of a wide range of commodities.

Canadian Government Exhibition Commission.—The Commission organizes, designs, produces and administers all Canadian exhibits at fairs and exhibitions abroad in which the Canadian Government participates and also advises private exhibitors and their agents on the best means of displaying Canadian products at trade fairs. It acts as a central service agency for all government departments and agencies in the preparation of conventional exhibits and displays for showing in Canada and is responsible for international fairs and exhibitions held in Canada that are financed and sponsored by the Government of Canada.

Canadian Government Travel Bureau.—The Canadian Government Travel Bureau is in operation to encourage tourist travel to Canada and to co-ordinate the tourist promotion conducted by the provinces, transportation companies and national, regional